

**Virginia Social Services System**  
Strategic Plan – Goal 3 Steering Committee Meeting  
Thursday, April 5, 2007  
9:30 AM – 4:00 PM  
VISSTA Center

“Improve business productivity through effective automation”

**Attendees:** Ms. Judy English, Ms. Dottie Wells, Mr. Harry Sutton, Ms. Jan Selbo, Mr. Tom Little, Ms. Sarah Linder (for Mr. Nick Young), Mr. Dennis Shearin, Mr. Eddie Harrison, Mr. Don Rainey, Ms. Mary Jo Thomas, Ms. Patty Taylor, Mr. Morris Campbell, Ms. Zandra Relaford, Ms. Deborah Vaughn, Mr. Steve Blythe, Ms. Carol Keil, Mr. Randy Earl, Ms. Carrie McDermott, Mr. Matt Wade (for Ms. Lynette Isbell), Mr. Dana Paige, Mr. Skip Steinhauser, Ms. Susan Rackley (scribe)

**Action Items:**

1. Dottie requested committee members review the changes in the Vision document proposed by Morris Campbell and send him any comments prior to next meeting.
2. Objectives work groups leaders need to confer with their members and expand on and articulate the appropriate strategies and measures.
3. In addition, objectives work groups need to ensure they encompass “hot button” and “quick win” issues within their strategies/measures.
4. Goal Committee members are to review the materials that Morris put together (attached to these minutes) as information and evaluate for potential use as strategies and/or part of strategy work plans.
5. Committee members are to advise Dottie if they are willing to commit the additional time it will require to participate on the Enterprise Steering Committee.

The meeting began with introductions and moved to a discussion of the minutes and action items from the last meeting:

#1 Action item – Morris distributed an edited version of the *Vision document* to reflect changes discussed at the last meeting.

#2 Action item – *Data Sharing Work Group* members from this committee will include: Morris Campbell, Harry Sutton, Dennis Shearin, Barbra Caris, and Matt Wade. Other members include Kirk Baumbach (Richmond City), Chris Green (Arlington Co), David Cattell-Gordon (Albemarle), John Palese (DIS), Sandy

Wiseman (Fairfax City), and a representative from Gartner. Dottie will call a meeting of this committee before May 1.

#3 Action item was clarified. A draft for a *telework pilot* has been submitted by Morris Campbell.

#4 Action item – Harry distributed the URL for informational *reporting portal*.

#5 Action item – Establish the Goal 3 Committee as the *Enterprise Steering Committee*. The problem here is that more time will be required from each committee member. All Goal 3 Committee members need to advise Dottie if they are willing to commit more time to participate on the Enterprise Steering Committee. A charter for this new committee would be drafted by the Goal 3 Committee and an ITIM coach, probably Jeanine Labrenz.

The purpose of the meeting on April 5<sup>th</sup> is two-fold:

- 1) Identify the objectives (“the what”) for the goal; and
- 2) Propose measures and strategies (“the how”) to meet and measure the objectives.

Our stated goal is: **“Improve business productivity through effective automation.”**

If business productivity improves, what will that look like?

- Improved business productivity includes:
  - Speed up service delivery to eligible clients
  - Improve access for customers
  - Free up resources

What is the definition of “effective automation”?

- Effective automation includes:
  - Time saving
  - Increased accuracy
  - Less manual processes only if it saves time
  - No duplicate data entry
  - System-wide/enterprise-wide view
  - Multiple points of entry
  - Solution for language barriers
  - Good customer service to address problems

Objectives are what this committee needs to accomplish to move the in a strategic direction for IT development in the next five years. The committee needs to prioritize its objectives and strategies with a view to what budget constraints will allow in the next five years.

Included in these objectives should be a need to look at local-only programs and smaller state-wide programs, such as GR, SLH, etc. Also the committee needs to address local and partner needs beyond the larger systems, and to increase the ability of local agencies to access data from local programs and State applications.

After a lively discussion of the wording of the two objectives, the committee agreed on the following:

**Objective 1: “Optimize business processes to meet the needs of customers”.**

(Customers are defined as anyone who needs our help).

**Objective 2: “Increase the quality and efficiency of IT solutions through effective automation.”**

The committee members divided into two groups, with each taking an objective to formulate strategies and measures.

Objective 1 Work Group members

Morris Campbell (Leader)

Barbra Caris

Steve Blythe

Carrie McDermott

Dennis Shearin

Eddie Harrison

Carol Keil

Skip Steinhauer

Zandra Relaford

Dana Paige (arbitrarily assigned)

Dottie Wells

Objective 1 Strategies discussed:

- Implement recommendations of the To Be Model of the BPR
- Prioritize recommendations
- Identify what can be accomplished, what requires automated support
- Streamline policies
  - Create one or two documents to encompass all policies
  - Create matrix
  - Implement better communication between developers of policies so policies do not conflict with each other
- Develop universal electronic application process that includes follow up, tracking and communication regarding status, services, etc. A “one stop shopping” concept, automated voice response system to check status.
- Utilize current and future technology (palm pilots, blackberrys, etc.) to increase efficiency of workers (example: Social Workers required to appear in court could use their palm pilots to continue working while waiting for case to be called)

Objective 2 work group members

Harry Sutton (Leader)

Matt Wade

Randy Earl

Judy English

Jan Selbo  
Sarah Linder  
Patty Taylor  
Tom Little  
Mary Jo Thomas  
Don Rainey  
Deborah Vaughn

Objective 2 Strategies discussed:

- Conduct a user satisfaction survey
- Establish focus group feedback vehicle
- Review annual plan of each Steering Committee
- Provide training and technical support
- Monitor audit points

Measures discussed were:

- User satisfaction will increase to an overall rating of 4.0 in 5 years.
- Accuracy of data

“Hot buttons” from last month’s meeting include:

MAPPER conversion

SACWIS compliance

\*Child Care automation

VITA

ADAPT-ABD Medicaid

\*Document Management

\*Customer Relations Management – the ability to manage customer information

Potential “quick wins” from last month’s meeting include:

\*Reports portal

\*Pilot for telecommuting

\*Pilot for “virtual work environment”

Pooling state and local funding for IT

Evaluating small changes in ADAPT prior to MAPPER conversion freeze

*\*items included in the BPR recommendations*

A discussion resulted in the agreement that the “hot button” and “quick win” items will be included as a potential strategies and/or measures under one or the other stated objectives.

What needs to be accomplished to frame strategies under the objectives so they clearly show our strategic direction?

- Work plans for each “hot button” and “quick win” items
- Assign each strategy to an objective to help clarify
- State and local agencies must work together as equal partners – a new way to approach issues

- Concisely communicate direction

Both groups need to review “hot button” and “quick win” issues to see where they fit in with strategies being developed under the objectives. It is the desire of the Strategic Plan Steering Committee to be able to show measurable results in six-month increments. Goals and strategies need to be developed by July 1 under the Strategic Planning Steering Committee.

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**The next meeting will be Wednesday, May 16, 10:00 AM – 1:00 PM at:**

**Tuckahoe Area Library  
1901 Starling Dr Richmond, VA 23229-4564 US  
Meeting Room TU (100)**

Driving Directions:

From I-64 East or West:

Use the I-64 exit 181 to Parham Road South. On Parham, proceed through the Three Chopt Road intersection. Turn right at the next traffic light onto Starling Drive. The library is on the left.

From I-95 South:

Take the I-295/I-64 West, Charlottesville exit. As you approach the end of I-295, DO NOT travel west to Charlottesville, but continue on and take the I-64 East, Richmond exit. Continue East on I-64. Take exit 181 South for Parham Road. From the exit road, turn right onto Parham Road and proceed through the Three Chopt Road intersection. Turn right at the next traffic light onto Starling Drive. The library is on the left.

From I-95 North:

Take the exit for I-64 West. Take exit 181 South for Parham Road. On Parham, proceed through the Three Chopt Road intersection. Turn right at the next traffic light onto Starling Drive. The library is on the left.

From Southside:

Take the Chippenham Parkway across the Willey Bridge. Chippenham becomes Parham Road after the bridge. Proceed on Parham across Patterson Avenue (about three miles). Continue on Parham past Regency Square Shopping Center on the left at Parham and Quioccasin. Go the third traffic light which is Starling Drive. Topeka Steakhouse is at the corner of Starling and Parham. Take a left onto Starling Drive. The library is on the left.